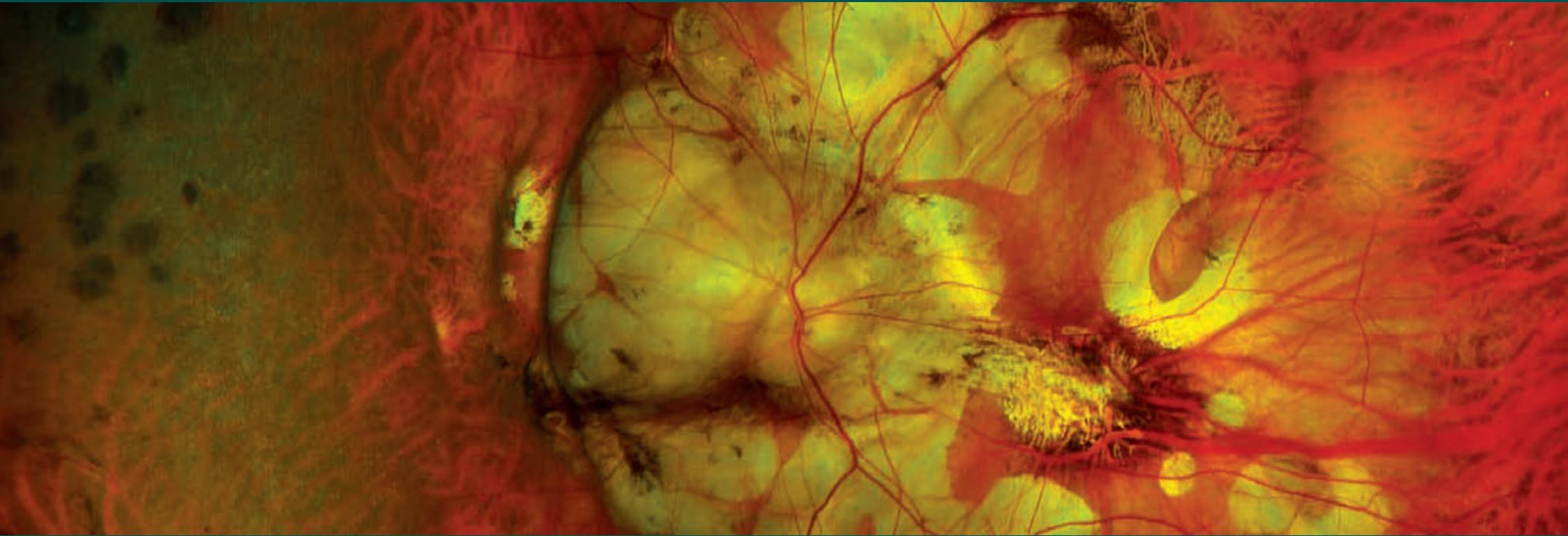


OCL

Optometry & Contact Lenses

Media Kit 2022



Scientific journal for optometry and ophthalmology

Optometry and Contact Lenses (OCL)

Dear Ladies and Gentlemen,

the importance of optometry is growing inexorably. However, the German-language professional journals of ophthalmic optics and optometry have apparently not done justice to this fact so far: Even German-speaking scientists published their professional articles preferably in English-language publications. With the scientific journal of Optometry and Contact Lenses (OCL), the DOZ publishing house is responding to this. The aim of the journal can be summarized in the following five points:

Readership: Opticians, optometrists, ophthalmologists and doctors in further training to become ophthalmologists from Germany, Austria and Switzerland as well as students of these disciplines.

Objective: OCL is dedicated to the overall complex of eyes and vision (Eye and Vision Care). OCL publishes scientific and clinical articles and case reports from the fields of ophthalmic optics, optometry, ophthalmology and related disciplines. In addition, it publishes interviews with well-known personalities in the field and book reviews on current new publications in the field of eye and vision.

Company: The journal is the official communication organ of the Association of German Contact Lenses-Specialists and Optometrists (VDCCO). Each issue includes VDCCO association information.

Continuing Education: Each issue also includes a section on „(Certified) Continuing Optometric Education (COE)“. For successful completion of a COE-certified course in

Optometry and Contact Lenses (OCL), the participant receives 1 COE continuing education point. The OCL Editorial Board selects the item in question; the questions are designed as multiple-choice tests according to the guidelines of the Quality Association for Optometric Services (GOL). They can be answered online on the OCL website.

Website: The website www.ocl-online.de and www.ocl-online.com contain all articles published in the OCL journal and are freely available to subscribers there. Individual sales of articles for non-subscribers are also provided. The website is bilingual (German and English) in order to reach the international audience as well.

The DOZ publishing house and me are sure that OCL is a journal that gives an important and necessary impetus to the entire German-speaking ophthalmic optics.



Wolfgang Cagnolati

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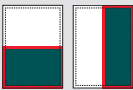
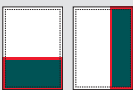
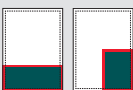
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... and 36 international experts from the fields of ophthalmic optics, optometry and ophthalmology on the Scientific Advisory Board, visit www.ocl-online.com

Subject schedule and deadlines 2022

Month	Theme	Advertising deadline	Deadline for print documents	Editorial deadline	Publication date
January/February	Diabetes mellitus and the eye	30.11.2021	02.12.2021	26.11.2021	29.12.2021
March	Dry eye	01.02.2022	03.02.2022	26.01.2022	25.02.2022
April	Research papers from German-speaking universities	03.03.2022	07.03.2022	28.02.2022	30.03.2022
May	Binocular vision	31.04.2022	04.04.2022	28.03.2022	28.04.2022
June	Keratoconus and ectatic corneal diseases	03.05.2022	05.05.2022	28.04.2022	30.05.2022
July/August	Orthokeratology	01.06.2022	03.06.2022	27.05.2022	29.06.2022
September	Ocular manifestations of neurodegenerative diseases	03.08.2022	08.08.2022	29.07.2022	30.08.2022
October	Presbyopia, causes and management	02.09.2022	06.09.2022	30.08.2022	29.09.2022
November	Glaucoma	04.10.2022	06.10.2022	29.09.2022	28.10.2022
December	Artificial Intelligence and Eye Care	03.11.2022	07.11.2022	31.10.2022	29.11.2022

Ad formats (prices excl. VAT)

		Formats in trim size width x height in mm + 3 mm bleed at the outer borders	Formats in type area width x height in mm	Prices
1/1 page		210 × 297	177 × 245	3.799,- € + 600,- € 2nd and 4th cover*
1/2 page landscape / portrait		210 × 147 / 100 × 297	177 × 123 / 85 × 245	2.199,- €
1/3 page landscape / portrait		210 × 99 / 70 × 297	177 × 81 / 55 × 245	1.499,- €
1/4 page landscape / portrait		210 × 74 / 100 × 147	177 × 61 / 85 × 123	1.099,- €

Other formats available on request

* No discounts or commission on positioning surcharges

PR advertisements / advertorials (prices excl. VAT)

		Price
1/1 page	2 to 3 images + text approx. 3,500 characters incl. spaces placement requests possible	1.799,- €
1/2 page	1 to 2 images + text approx. 1,800 characters incl. spaces	949,- €
1/3 page	1 image + text approx. 1,200 characters incl. spaces	669,- €
1/4 page	1 images + text approx. 600 characters incl. spaces	499,- €

Supplements (prices excl. VAT)

Weight	Price per thousand
up to 30 g	269,- €
up to 40 g	369,- €
up to 50 g	459,- €

Prices include postal delivery charges!
 Max. format 205 × 297 mm
 Partial assignment per postal code area possible

Bound inserts (prices excl. VAT)

Quantity	Price up to 200 g/m ²
1 sheet (2 pages)	2.599,- €
2 sheets (4 pages)	3.999,- €
3 sheets (6 pages)	5.399,- €
4 sheets (8 pages)	6.899,- €

More pages on request

OCL Digital – display ads

Find the right banner for your message!



Superbanner

W 728 px × H 90 px

Billboard

W 1.374 px × H 286 px

Halfpage

W 300 px × H 600 px

Wide Skyscraper

W 160 px × H 600 px

Medium Rectangle I

W 300 px × H 250 px

Medium Rectangle II

W 300 px × H 250 px

Roadblock

consisting of:

**Superbanner,
Medium Rectangle I,
Wide Skyscraper**

High impact format: content-ad

Give your advertising message prime position in the middle of the content. That means that your ad will attract more attention in every new published article.

Display: Multiscreen
Format: 940 × 116 px und 300 × 250 px
File type: GIF / JPG / PNG / HTML5



Technical details & prices (prices excl. VAT)

Form of advertising	Positioning	Mobile	Format in pixels	File type	Price/Month
Billboard	all pages	✓	1.374 × 286 + 320 × 50	GIF / JPG / PNG / HTML5	399,- €
Content-Ad	in the content	✓	940 × 116 + 300 × 250	GIF / JPG / PNG / HTML5	379,- €
Superbanner	all pages		728 × 90	GIF / JPG / PNG / HTML5	299,- €
Wide Skyscraper	all pages		160 × 600	GIF / JPG / PNG / HTML5	229,- €
Halfpage	all pages		300 × 600	GIF / JPG / PNG / HTML5	249,- €
Medium Rectangle I 1. Position	News	✓	300 × 250	GIF / JPG / PNG / HTML5	199,- €
Medium Rectangle II 2. Position	News	✓	300 × 250	GIF / JPG / PNG / HTML5	149,- €
Roadblock Combination of Medium Rectangle I, Superbanner and Wide Skyscraper	all pages*	✓**	160 × 600 + 728 × 90 + 300 × 250	GIF / JPG / PNG / HTML5	579,- €

Maximum file size: 150 KB

* Superbanner and Wide Skyscraper are displayed on all web pages.

** Skyscraper and Superbanner are **not** displayed on mobile.

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Frequency

up to 10x per year, at the start of the month

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Annual digital subscription	109,90 €	—	109,90 €
Annual print + digital subscription	124,90 €	15,00 €	139,90 €
Pupils & students print subscription	34,90 €	15,00 €	49,90 €
Pupils & students digital subscription	29,90 €	—	29,90 €
Pupils & students print + digital subscription	39,90 €	15,00 €	54,90 €

Prices for international shipping on request

The publisher reserves the right to adjust subscription prices to changed circumstances (increased personnel, material costs or increased costs for provision of services that the publishing house must pay to third parties).

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